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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-111 (GP-089-04-US)**

Applicants: **Andrew FIKES, et al.**

Serial No.: **10/808,993**

Filing Date: **March 24, 2004**

Title: **SYSTEM AND METHOD FOR PROVIDING ON-LINE USER-ASSISTED  
WEB-BASED ADVERTISING**

Examiner: **Not yet assigned**

Group Art Unit: **3622**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

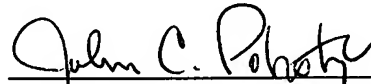
The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3). **Accordingly, it is believed that no fee is due.** However, in the

event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

February 27, 2007



John C. Pokotylo, Attorney

Reg. No. 36,242

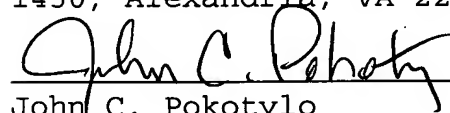
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**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **February 27, 2007** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



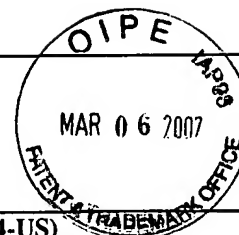
John C. Pokotylo

36,242  
Reg. No.

U.S. Department of Commerce Patent and Trademark Office			Application Number: <b>10/808,993</b>	
Filing Date: <b>March 24, 2004</b>				
First Named Inventor: <b>Andrew FIKES</b>				
Group Art Unit: <b>3622</b>				
Examiner Name: <b>Not yet assigned</b>				
Attorney Docket No.: <b>Google-111 (GP-089-04-US)</b>				

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**  
(use as many sheets as necessary)

Sheet **1** of **1**



## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines where relevant Passages or Figures appear

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>

## OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	AC	Form PCT/IB/326, Notification Concerning Transmittal of Copy of International Preliminary Report on Patentability (Chapter I of the Patent Cooperation Treaty) for PCT/US2005/009270, mailed February 1, 2007 (1 pg.)	
	AD	Form PCT/IB/373, International Preliminary Report on Patentability for PCT/US2005/009270, mailed February 1, 2007 (1 pg.)	
	AE	Form PCT/ISA/237, Written Opinion of the International Searching Authority for PCT/US2005/009270, mailed September 29, 2006 (3 pgs.)	

Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.